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WHAT IS CLAIMED IS:

 A method of generating a graphical bar code, comprising:
applying an invertible graphical operation between regions of a base image
and information-encoding graphical templates selected from a predefined template
set to produce a graphical bar code with regions from which graphical templates are
recoverable by applying an inverse graphical operation between graphical bar code
regions and corresponding base image regions.

- 2. The method of claim 1, wherein the invertible graphical operation corresponds to an exclusive OR (XOR) operation.
- 3. The method of claim 2, further comprising applying XOR operations between the graphical bar code regions and corresponding base image regions to produce the graphical templates.
- 1 4. The method of claim 1, wherein each of the base image regions and the graphical templates has the same number of pixels.
 - 5. The method of claim 4, wherein each of the base image regions and the graphical templates has a common pixel layout.
 - 6. The method of claim 5, wherein the common pixel layout corresponds to a rectangular pixel array.
- 7. The method of claim 1, wherein each graphical template comprises a pattern of bright and dark pixels.
- 1 8. The method of claim 7, wherein the number of bright pixels is greater 2 than the number of dark pixels.
- 1 9. The method of claim 7, wherein each pixel location within the 2 predefined template set has an equal probability of being a dark pixel.

1	10.	The method of claim 1, wherein the graphical templates are ordered
2	adaptively in	accordance with one or more predefined rules relating to disfavored
3	graphical ten	nplate sequences.

- 11. A computer program residing on a computer-readable medium and comprising computer-readable instructions for causing a computer to:

 apply an invertible graphical operation between regions of a base image and information-encoding graphical templates selected from a predefined template set to produce a graphical bar code with regions from which graphical templates are recoverable by applying an inverse graphical operation between graphical bar code regions and corresponding base image regions.
- 1 12. A method of decoding a graphical bar code, comprising:
 2 applying an invertible graphical operation between regions of a graphical bar
 3 code and corresponding regions of a base image to produce a set of measurement
 4 blocks; and

selecting from a predefined template set information-encoding graphical templates corresponding to the set of measurement blocks with the highest estimated probability.

- 13. The method of claim 12, wherein the invertible graphical operation corresponds to an XOR operation.
- 1 14. The method of claim 12, further comprising computing pixel value 2 probabilities for each of the measurement blocks.
- 1 15. The method of claim 14, wherein pixel value probabilities are computed for a given measurement block based upon a weighted average of gray value measurements over the given measurement block.
- 16. The method of claim 15, wherein the weighted average of gray values.

 2 is computed by fitting a mask to the dot locations over the given measurement block.

